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## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	10/767,242
		Filing Date	January 29, 2004
		First Named Inventor	Margiloff, William A.
		Art Unit	Not yet assigned
		Examiner Name	Not yet assigned
Total Number of Pages in This Submission		Attorney Docket Number	E03.003/U

ENCLOSURES (Check all that apply)			
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Form 1449/PTO, 4 non-patent literature references and acknowledgement Postcard	<input type="checkbox"/>
Remarks			

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Patrick J. Buckley
Signature	
Date	March 11, 2004

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
Typed or printed name	Edith Martin		
Signature		Date	March 11, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.V./



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MARGILOFF et al.

Application No.: 10/767,242

Filing Date: January 29, 2004

For: SYSTEMS AND METHODS FOR  
SELECTING ADVERTISEMENTS  
TO BE PROVIDED TO USERS VIA  
A COMMUNICATION NETWORK

) Group Art Unit: Not yet assigned

) Examiner: Not yet assigned

) **INFORMATION DISCLOSURE  
STATEMENT**

) Attorney Docket No.: E03.003/U

) Buckley, Maschoff & Talwalkar LLC  
Five Elm Street  
New Canaan, CT 06840  
(203) 972-0006

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Applicants submit herewith patents, publications or other information of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a thorough search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Nor shall the filing of this information disclosure statement be construed as an admission against interest in any manner.

This Information Disclosure Statement is filed in accordance with 37 CFR §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its

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examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

No fee is believed to be due under 37 CFR §1.17(p) for this Information Disclosure Statement since it is being filed within 3 months of filing national application.

Respectfully submitted,

March 11, 2004

Date

  
\_\_\_\_\_  
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ALL REFERENCES CONSIDERED<sup>2</sup> EXCEPT WHERE LINED THROUGH. /M.V./



 <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				<b>Application Number</b>	10/767,242
				<b>Filing Date</b>	January 29, 2004
				<b>First Named Inventor</b>	MARGILOFF, William A.
				<b>Group Art Unit</b>	Not yet assigned
				<b>Examiner Name</b>	Not yet assigned
<b>Sheet</b>	1	<b>of</b>	2	<b>Attorney Docket Number</b>	E03.003/U

Examiner Signature	/Maria Vanderhorst/	Date Considered	03/17/2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO				<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>				Application Number	10/767,242
<i>(use as many sheets as necessary)</i>				Filing Date	January 29, 2004
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				Group Art Unit	Not yet assigned
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Sheet	2	of	2	Attorney Docket Number	E03.003/U

<b>OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS</b>				
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		
	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL:< <a href="http://searchenginewatch.com/searchday/article.php/2226141">http://searchenginewatch.com/searchday/article.php/2226141</a> >, 5pgs.		
	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < <a href="http://cyber.law.harvard.edu/people/edelman/ads/gator">http://cyber.law.harvard.edu/people/edelman/ads/gator</a> >, 5pgs.		
	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < <a href="https://adwords.google.com/select/pricing.html">https://adwords.google.com/select/pricing.html</a> >, ©2004 Google, 5pgs.		
	4	Löffler, Alexander, "'BonziBUDDY' as an example of an intelligent software agent", University Of Applied Sciences, Zweibrücken, pp 1-4.		

Examiner Signature	/Maria Vanderhorst/	Date Considered	03/17/2008
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